

Virginia Slims 1995 Opinion Poll

8/17/95

Agency Fee	\$169,000	\$0
Press Kit Assembly	\$15,000	\$0
Initial Press Mailing	\$20,000	\$0
Maintenance mailings	\$10,000	\$2,000
General Expenses	\$65,000	\$0
Virginia Slims Roper Poll Production - 5,000:	\$235,355	(\$23,307)
Professional Design	\$100,250	
Printing/production	\$118,915	
Large book rush charges	\$14,000	
Envelopes	\$2,000	
Computer disc - 500	\$190	
Invitations and envelopes	\$1,000	
Photo Op Expenses	\$5,000	\$0
Omnibus Survey	\$10,000	\$0
?		(\$2,500)
?		(\$8,500)
New York Kick-Off Breakfast at Bryant Park Cafe	\$20,000	\$5,000
Celebrity Spokesperson fee	\$40,000	\$5,000
Celebrity expenses	\$6,000	\$6,000
Adele and Judy attendance fee	\$8,000	\$8,000
Adele and Judy expenses	\$3,000	\$3,000
10 MARKET MEDIA TOUR		
Media Training		
\$6,500 per 4 person day session with two sessions	\$13,000	\$0
Adele and Judy attendance fee	\$8,000	(\$2,000)
Spokespeople media tour fees	\$80,000	(\$10,000)
Adele and Judy travel expenses	\$32,000	\$32,000
Travel for Roper with national media or others	\$10,000	(\$20,000)
Media Hospitality for 10 markets - \$1,000 each	\$10,000	(\$5,000)
Introduction presentation	\$10,000	\$0
Media Gifts	\$6,000	\$1,000

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Photo Enlargements/Signage

\$12,000

\$9,000

GRAND TOTAL

\$787,355

\$0
(\$307)

Poll Distribution to influentials
Consumer Booklets

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